

Application No. 09/849448 (Docket: DT.0104)

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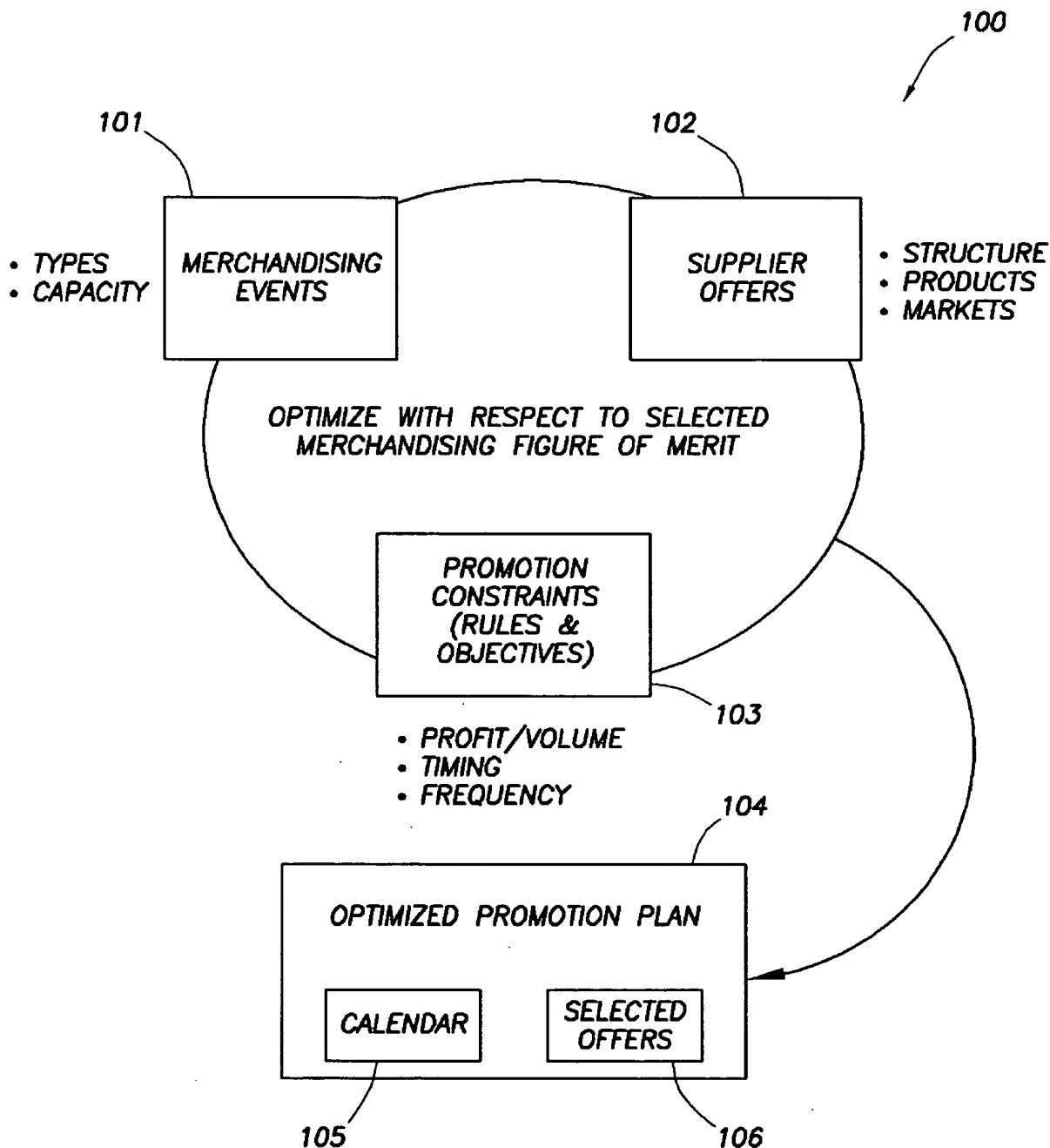


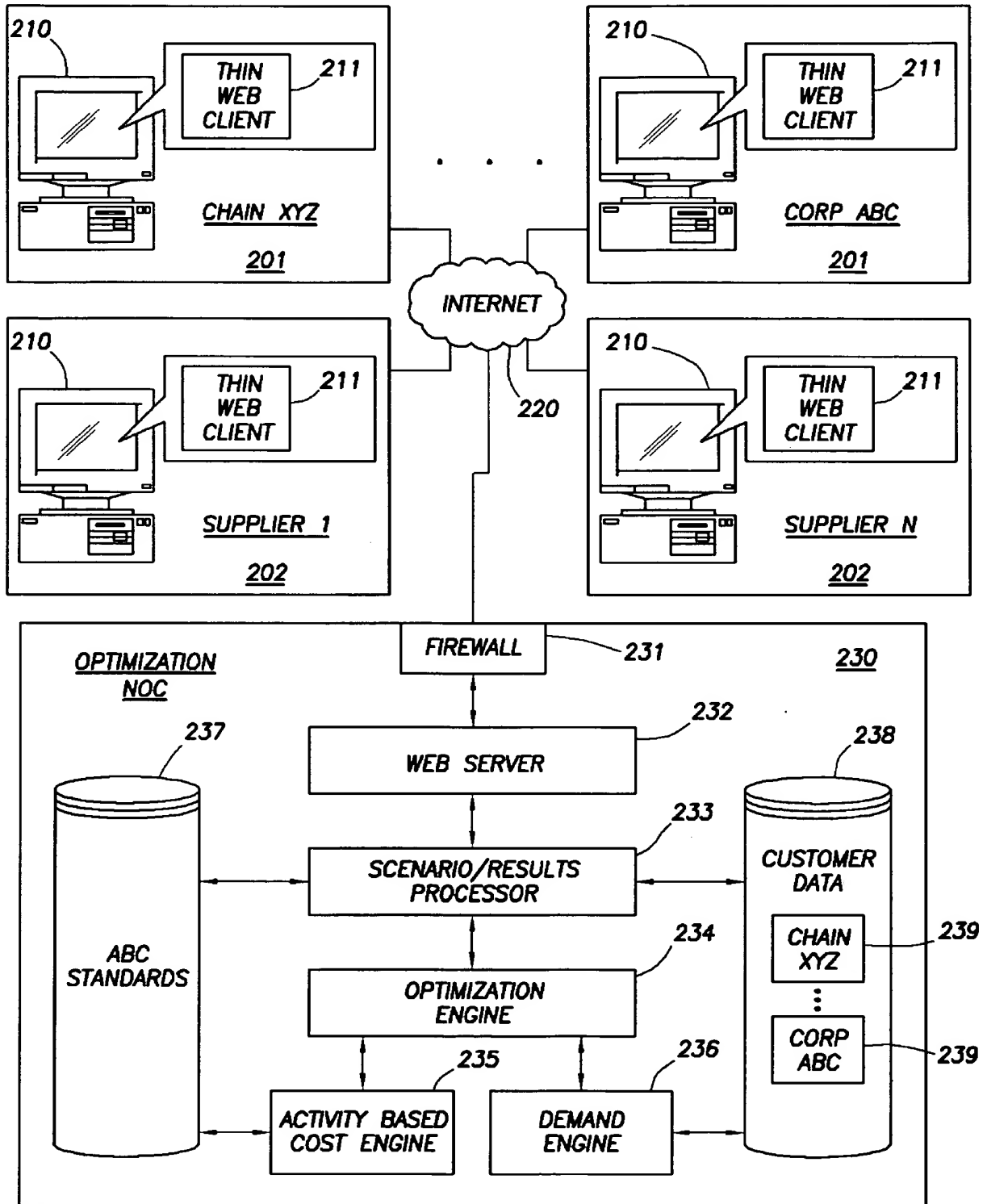
FIG. 1

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**FIG.2**

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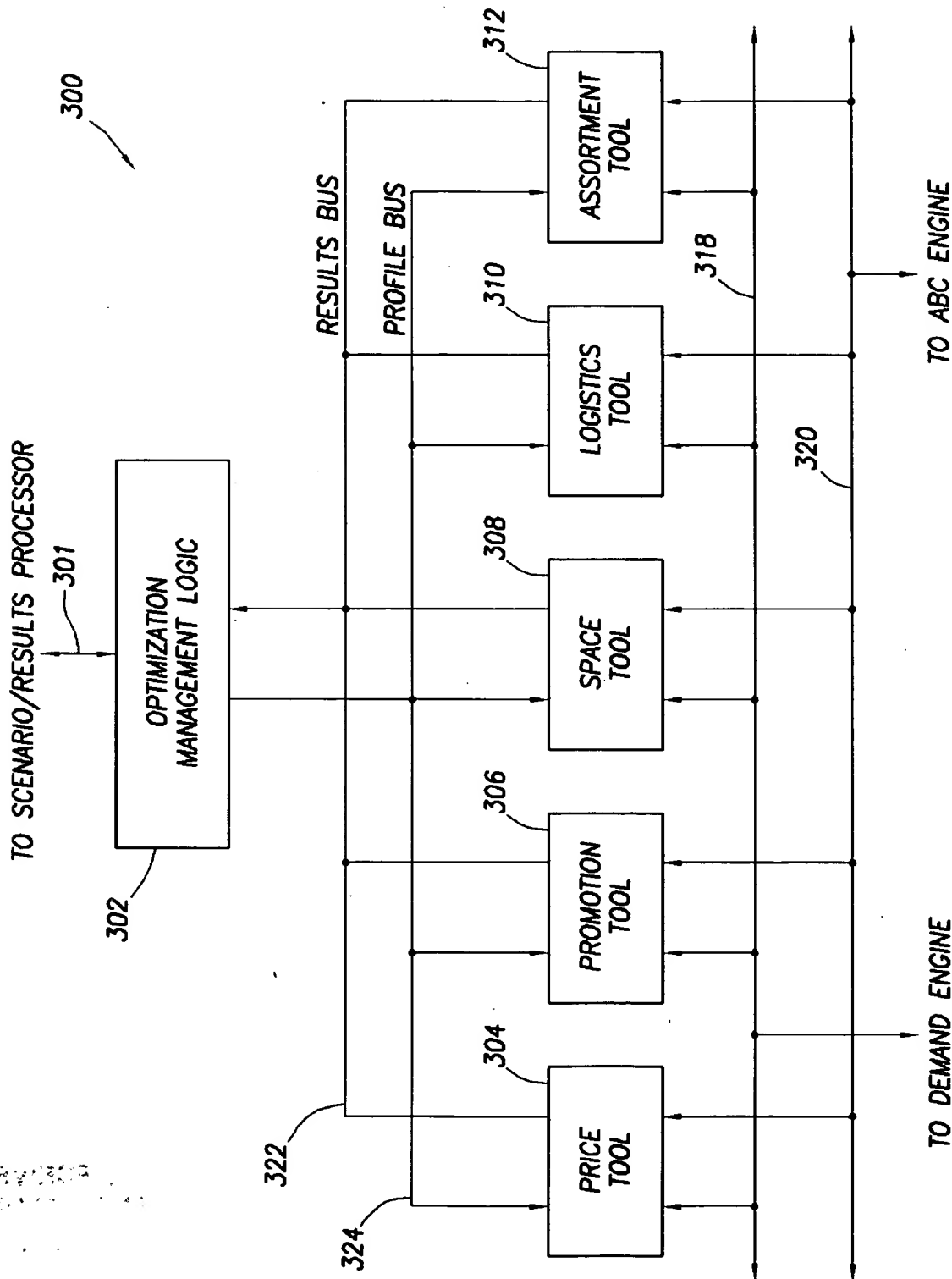


FIG. 3

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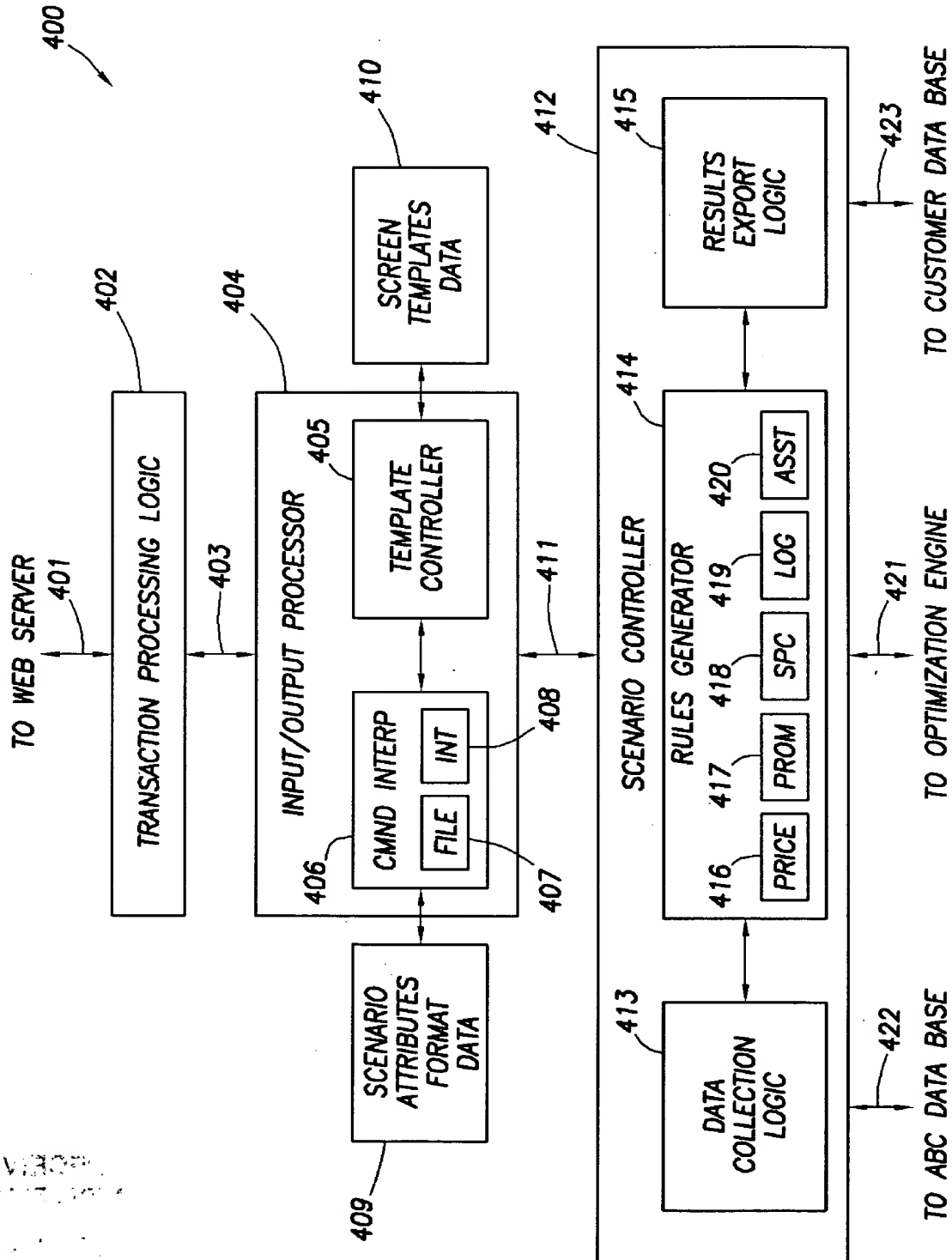


FIG. 4

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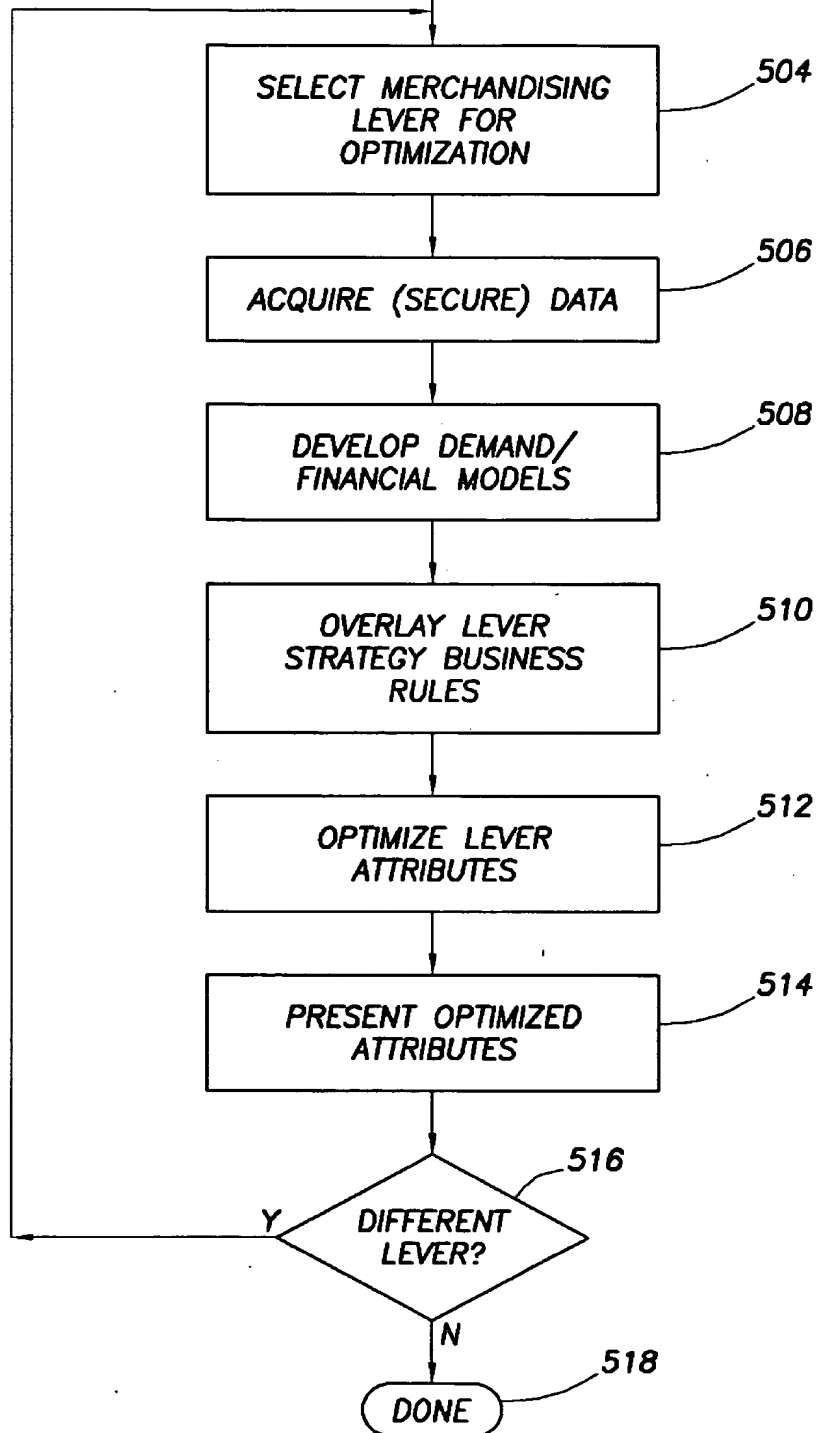
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BEGIN 502

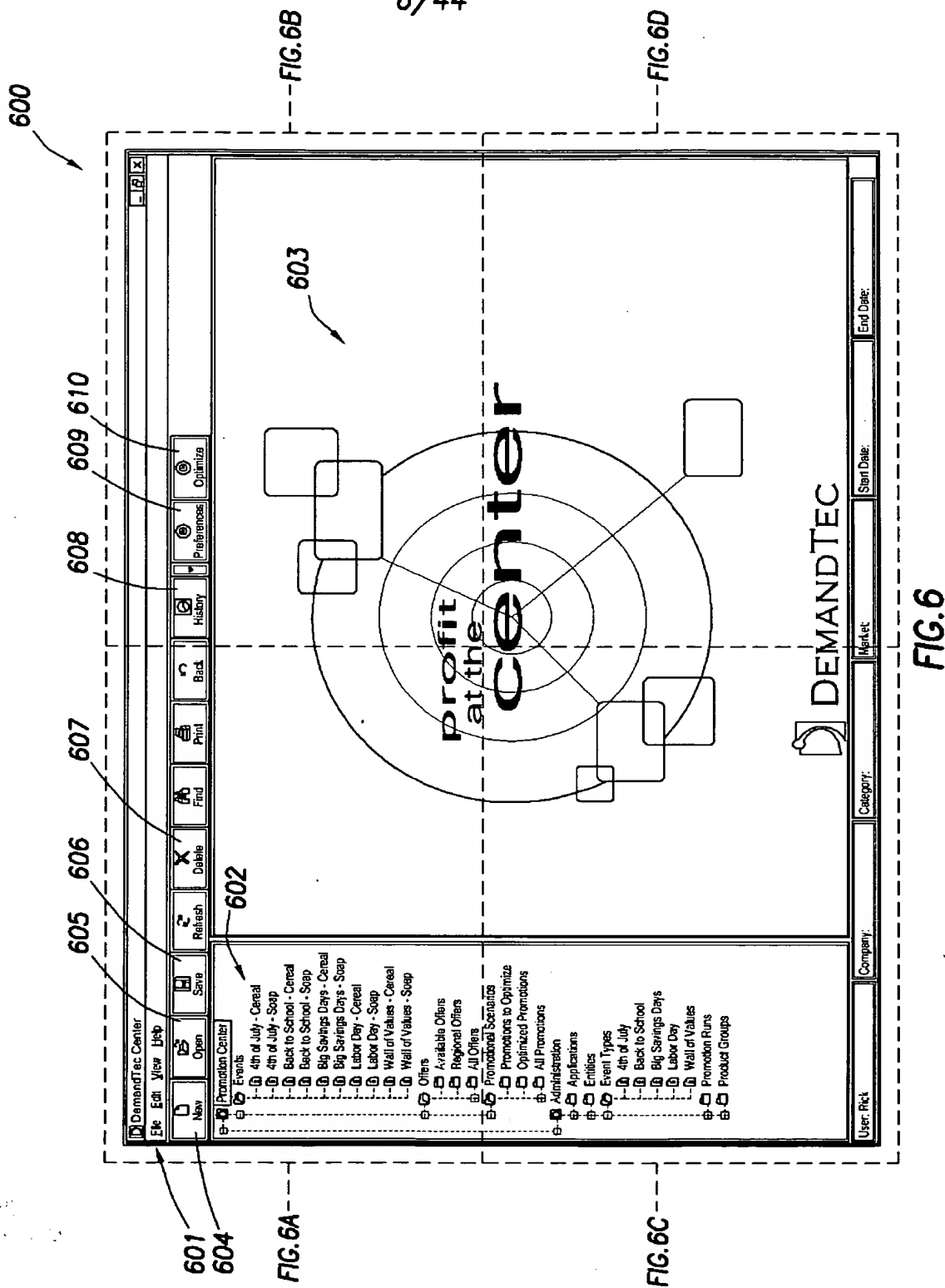
FIG.5



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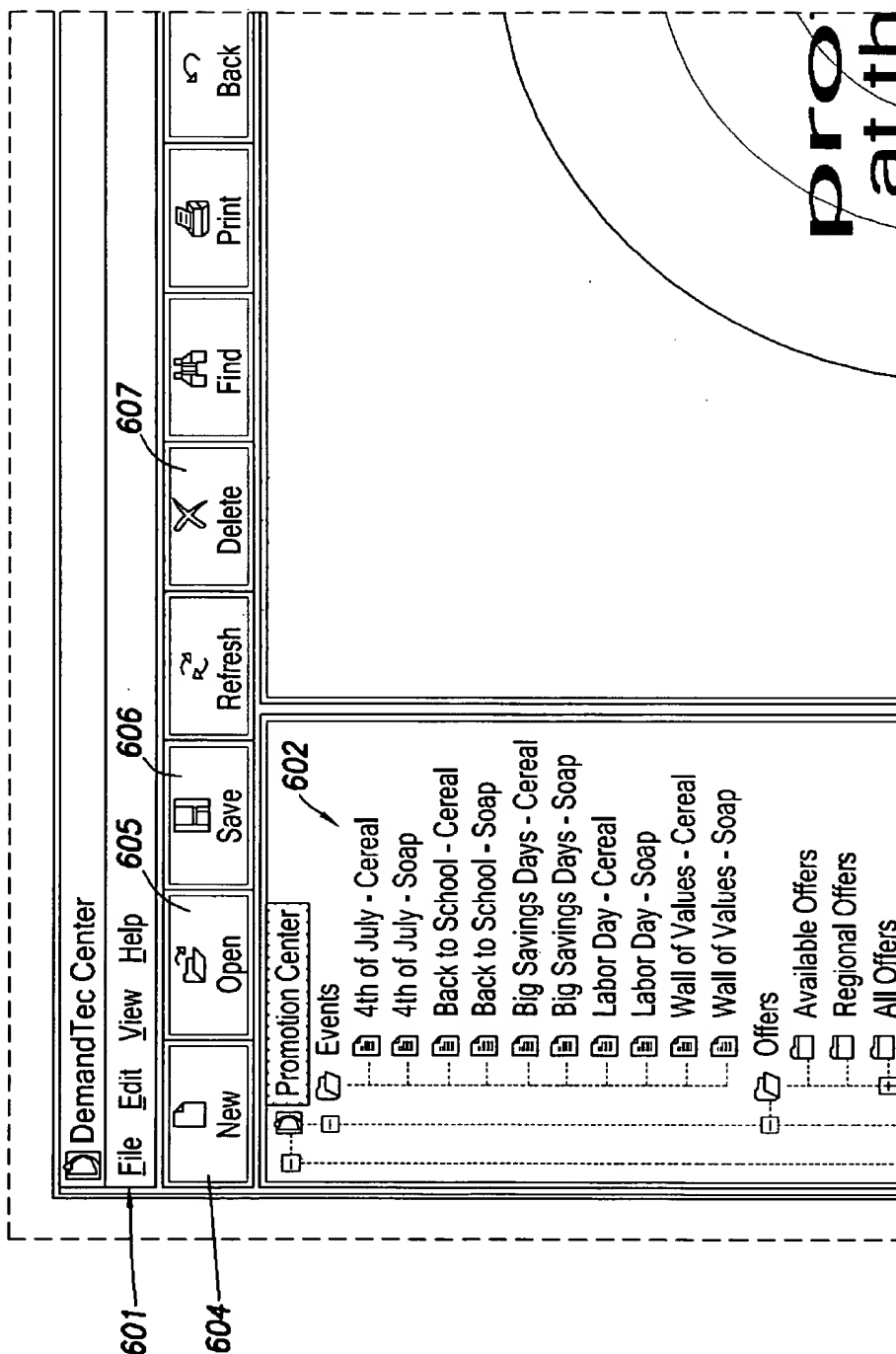


FIG. 6A

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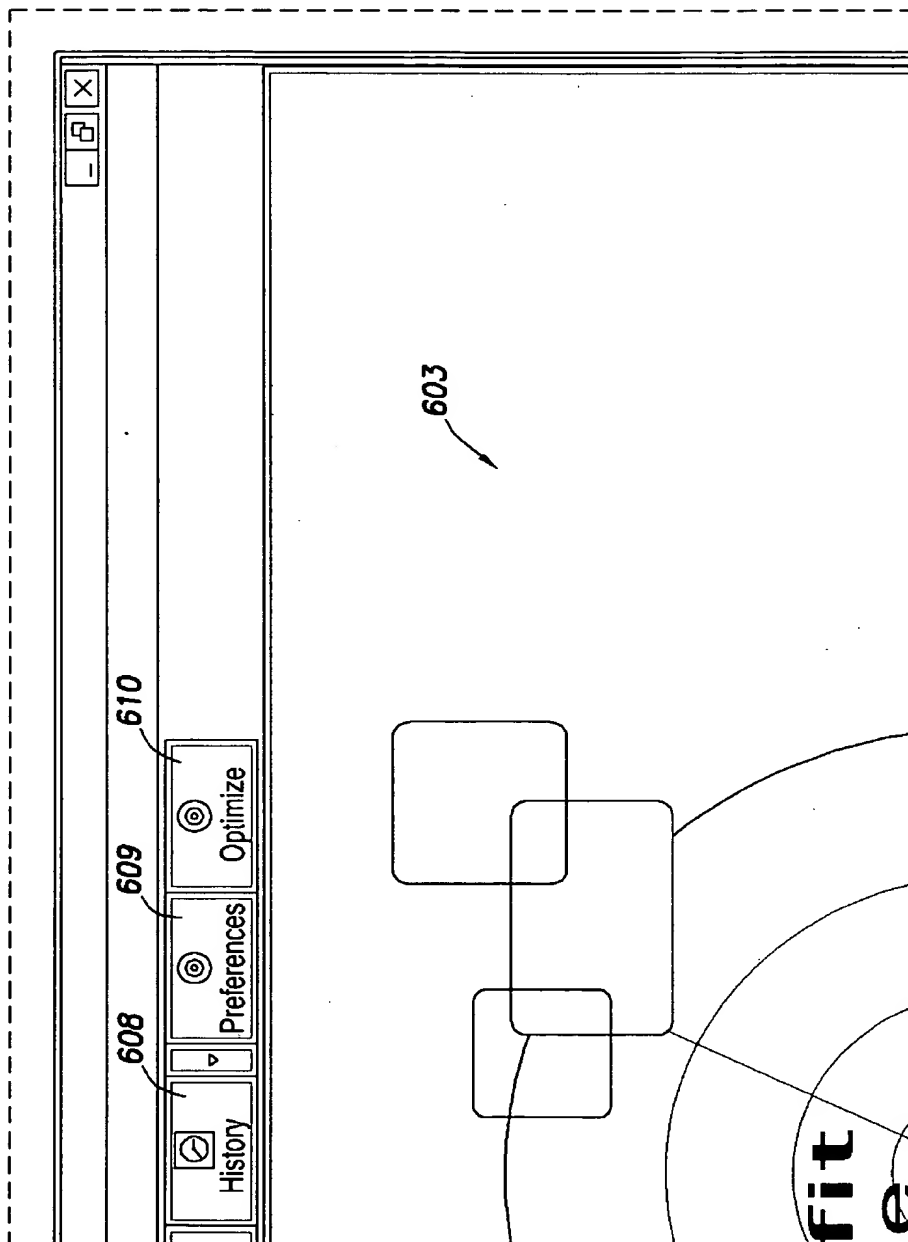


FIG. 6B

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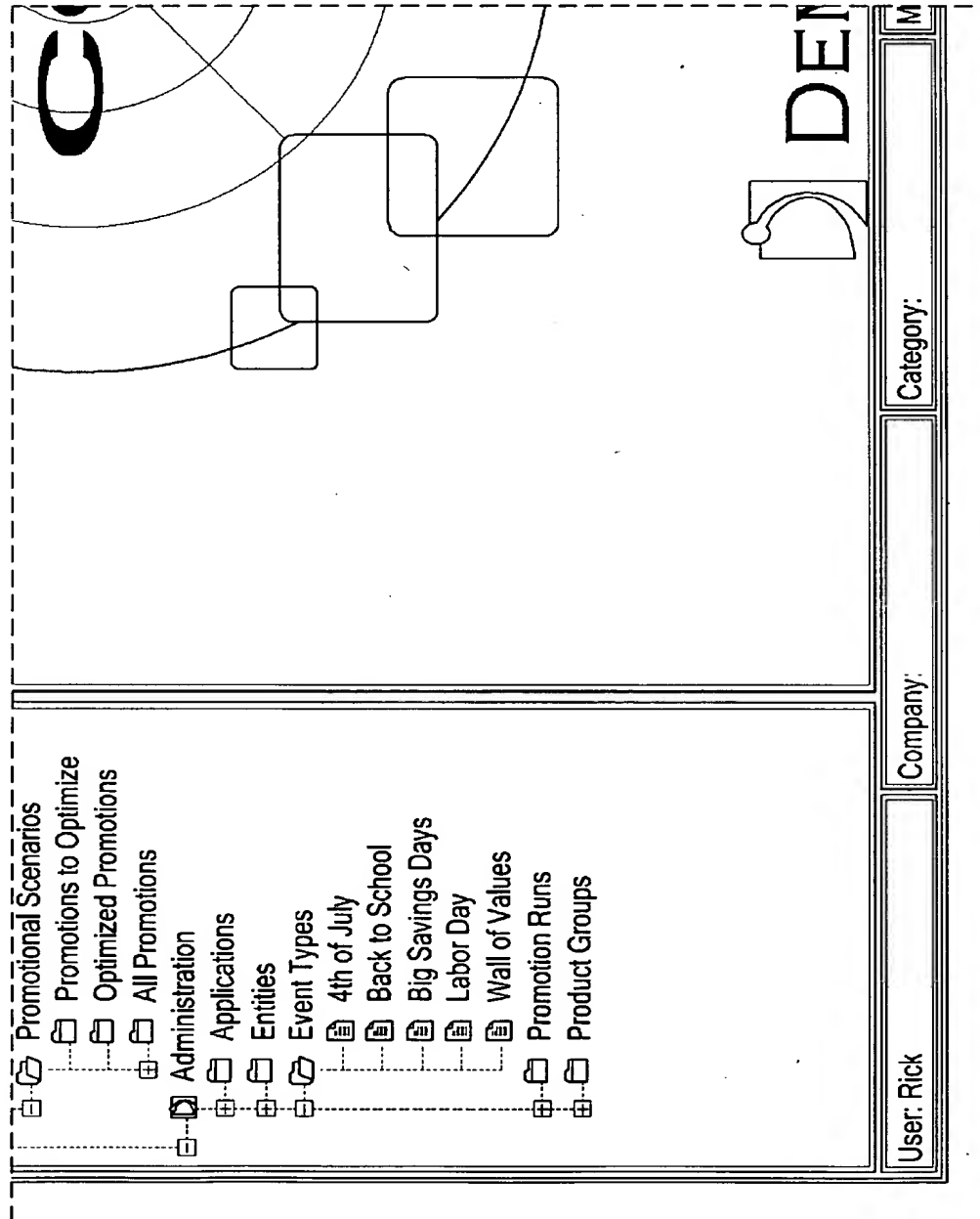


FIG. 6C

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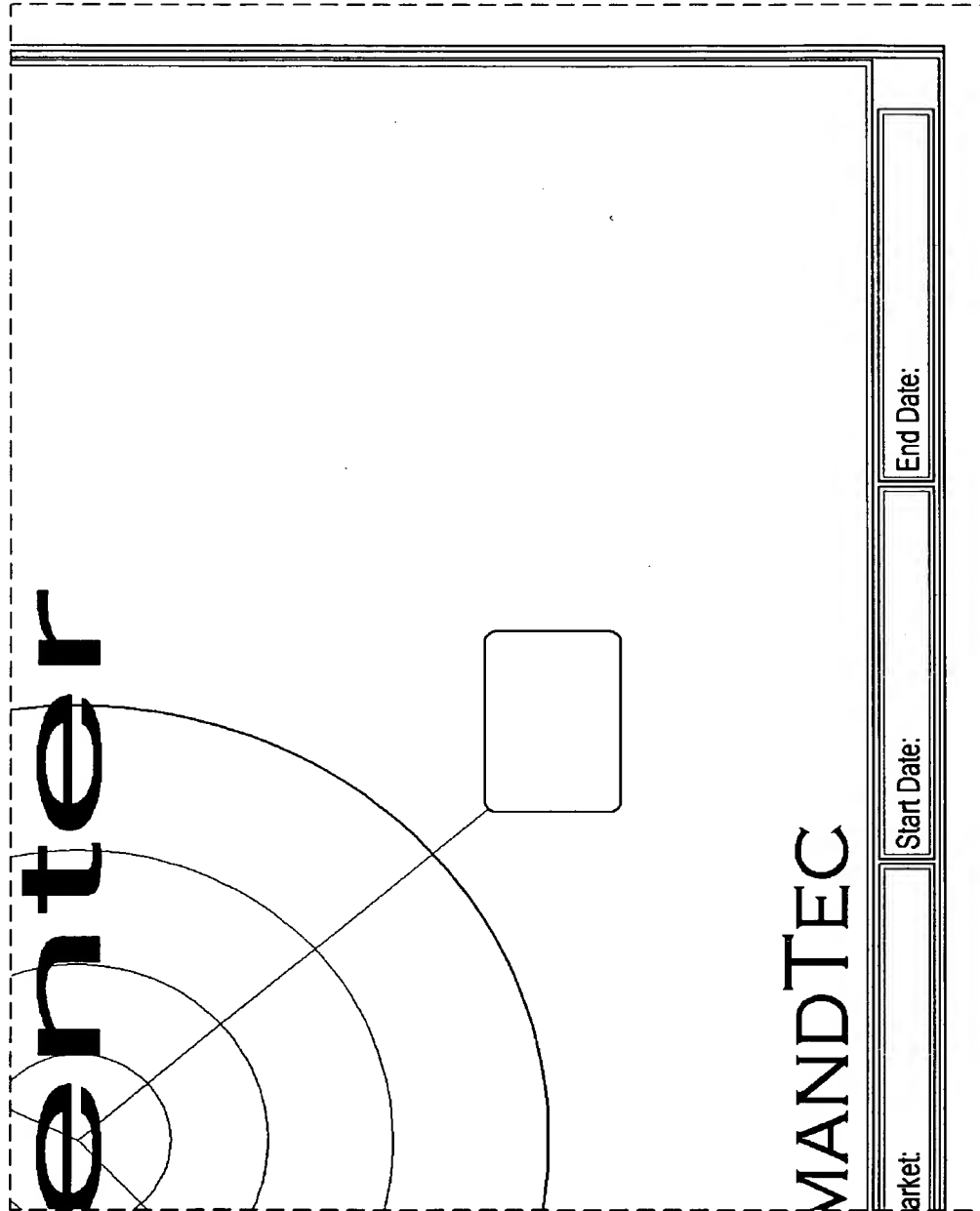


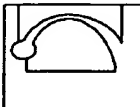
FIG. 6D

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✕
DemandTec - Promotion Center



## DemandTec Promotion Center - Planning Wizard

Add filters to establish global Planning variables.

Enter Planning Start and End Dates, Company or Division, Category and Market. 702

Start Date

5/1/2001

703

End Date

8/1/2001

701

Company	One Stop	Find	New	Clear
Product Category	Soap	Find	New	Clear
Market	North Atlanta	Find	New	Clear

704
705

Help

Back

Next

Finish

Cancel

FIG. 7

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FIG. 8A

FIG. 8B

FIG. 8C

FIG. 8D

FIG. 8

File Edit View Help

DemandTec Center - Labor Day - Soap

New Open Save Refresh

Print Find Back History Preferences Optimize

Events

Promotion Center

4th of July - Soap

Back to School - Soap

Big Savings Days - Soap

Labor Day - Soap

Wait of Values - Soap

Offers

Available Offers

Regional Offers

All Offers

Promotional Scenarios

Promotions to Optimize

Optimized Promotions

All Promotions

Administration

Applications

Entities

Event Types

4th of July

Back to School

Big Savings Days

Labor Day

Wait of Values

Promotion Runs

Product Groups

Event Type

Status

Active

TPR - Use Loyalty Card

Merchandising Fee

Fixed Cost

In Store Activity

Duration

4

n Weeks

Week 1

Week 2

Week 3

Week 4

Display

Ad

Min TPR %

Max TPR %

20

25

10

20

Some Price across Market

Use Same Brand

Use Same Line

Storage Type

1,000

2

Maximum Items

Ad

Coupon Discount

Purchase Multiples

Max Items

2

Is Front Page

Company

One Stop

Product Category

Soap

Find

New

Clear

Find

New

Clear

Market

Category: Soap

Company: One Stop

User: Rick

Start Date: 8/1/2001

End Date: 8/1/2001

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DemandTec Center - Labor Day - Soap

Back  
Print  
Find  
Delete  
Refresh  
Save  
Open  
New

File Edit View Help

806 807 808

804 802

Events  
Event Type \* Labor Day  
Status Active  
☐ TPR- Use Loyalty Card

In Store Activity

Duration 4 in Weeks

Display	Week 1	Week 2
▶	▶	▶
Ad	▶	▶

Min TPR %	Week 1	Week 2
▶	20	20
Max TPR %	25	25

FIG.8A

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History Preferences Optimize

Merchandising Fee: \$5,000.00

Fixed Cost: \$3,500.00

☒ Same Price across Market

	Week 3	Week 4
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

	Week 3	Week 4
	10	10
	20	20

FIG. 8B

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<div> <div> <div>Applications</div> <div> <div>Entities</div> <div>Event Types</div> <div>4th of July</div> <div>Back to School</div> <div>Big Savings Days</div> <div>Labor Day</div> <div>Wall of Values</div> <div>Promotion Runs</div> <div>Product Groups</div> </div> </div> </div>		<div> <div>Display</div> <div>Capacity (cubic ft)</div> <div>1,000</div> <div>Maximum Items</div> <div>2</div> <div>Storage Ty</div> </div>	
<div> <div>Ad</div> <div>Coupon Discount \$</div> <div>Purchase Multiples</div> <div>Max Ite</div> </div>		<div> <div>Company *</div> <div>One Stop</div> <div>Product Category *</div> <div>Soap</div> </div>	
<div> <div>User: Rick</div> <div>Company: One Stop</div> <div>Category: Soap</div> </div>		<div> <div>M</div> </div>	

FIG. 8C

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800

☒ Use Same Brand

☒ Use Same Line

pe

☒ Is Front Page

Find

New

Clear

Find

New

Clear

arket:

Start Date: 5/1/2001

End Date: 8/1/2001

FIG.8D



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901

Event Type \* Labor Day

902 Status Active

903 Merchandising Fee \$5,000.00

904 Fixed Cost \$3,500.00

905 TPR- Use Loyalty Card

In Store Activity

906 Duration 4 in Weeks

907

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FIG.9

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FIG. 10B

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**FIG. 10D**

**FIG. 10A**

**FIG. 10C**

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DemandTec Center - New Offers Record

File Edit View Help

New Open Save Refresh Delete Find Print Back

1007 1008

1006

Promotion Center

Events

4th of July - Soap

Back to School - Soap

Big Savings Days - Soap

Labor Day - Soap

Wall of Values - Soap

Offers

Available Offers

Regional Offers

All Offers

Promotional Scenarios

Promotions to Optimize

Optimized Promotions

All Promotions

Administration

1001

Event Requirements

Name \*

End of Year Blow-Out

Description

Description field

Supplier \*

Supplier Company

Product Group \*

Private Label

Deal Code

123XYZ

Start Date

5/1/2001

Offer Type

Case Allowance

Accrual Fund

FIG. 10A

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Find	New	Find	Clear
------	-----	------	-------

Status \* Available    End Date 8/1/2001    ffer

FIG. 10B

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1000

<input type="checkbox"/> Applications <input type="checkbox"/> Entities <input type="checkbox"/> Event Types <input type="checkbox"/> Promotion Runs <input type="checkbox"/> Product Groups		<input checked="" type="radio"/> Case Allowance <input type="radio"/> Count/Recount <input type="radio"/> Payment <input type="radio"/> Percent Off <input type="radio"/> Rebate <input type="radio"/> Scan Program		<input type="text"/> Allowance <input type="text"/> Duration <input type="text"/> Forward Buy <input type="text"/> \$ Amount <input type="text"/> % of Require
		Company * <input type="text"/> One Stop Product Category * <input type="text"/> Soap Market <input type="text"/>		
		Company: One Stop Category: Soap		
		User: Rick		

FIG. 10C

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1000  
↘

Allowance per Case		Case		5,000	
Case Cap		5,000			
Additional Cases					
Add'l Cases					
Add'l Weeks					
Find	New	Clear	Find	New	Clear
Find	New	Clear	Find	New	Clear
Find	New	Clear	Find	New	Clear
Market:		Start Date: 5/1/2001		End Date: 8/1/2001	

FIG. 10D

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**FIG. 11**

**1100**

**1101** Event Requirements

**1102** Name\* End of Year Blow-Out

**1103** Description

**1104** Supplier\* Supplier Company

**1105** Product Group\* Private Label

**1106** Deal Code 123XYZ

**1107** Status\* Available

**1108** Start Date 5/1/2001

**1109** End Date 8/1/2001

**1110** Case Allowance Offer

**1111** Offer Type

**1112** Company\* One Stop

**1113** Product Category\* Soap

**1114** Market

**1115** Allowance \$5.00

**1116** Duration 4

**1117** Case Cap 5,000

**1118** Forward Buy

**1119** Additional Cases

**1120** Add'l Cases

**1121** Add'l Weeks

**1122** \$ Amount

**1123** % of Require

**1124** Find

**1125** New

**1126** Clear

**1127** Find

**1128** New

**1129** Clear

**1130** Find

**1131** New

**1132** Clear

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1200

FIG. 12B

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FIG. 12D

1205

1204

1203

1202

1201

FIG. 12A

FIG. 12C

FIG. 12

DemandTec Center - New Promotion Scenarios Record

File Edit View Help

New Open Save Refresh Delete Find Print Back

Promotions Offer Types Scenario Rules Products Capacities Merchandising Calendar

Promotion Center

- Events
  - 4th of July - Soap
  - Back to School - Soap
  - Big Savings Days - Soap
  - Labor Day - Soap
  - Wall of Values - Soap
- Offers
  - Available Offers
  - Regional Offers
  - All Offers
- Proportional Scenarios
  - Promotions to Optimize
  - Optimized Promotions
- Administration
  - Applications
  - Entities
  - Event Types
  - Promotion Runs
  - Product Groups

Name \*

Description

Status \*

Limit Forward Buy to Next Deal

Forward Buy Method

Additional Weeks

Additional Cases

Over Buy %

Number of Weeks per % of Discount

Use Optimized

Weeks per Discount

Company \*

Product Category \*

Market \*

Find New Clear

Find New Clear

Find New Clear

User Pick

Company: One Stop

Category: Soap

Market

Start Date: 5/1/2001

End Date: 8/1/2001

+



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1200

**DemandTec Center - New Promotion Scenarios Record**

File Edit View Help

New Open Save Refresh Delete Find Print Back

**Promotions** Offer Types Scenario Rules Products

Name\*  
 Description  
 Status\*

To Be Optimized

Forward Buy Method

☐ Additional Weeks  
☐ Cases  
☒ None

Promotion Center

- Events
  - 4th of July - Soap
  - Back to School - Soap
  - Big Savings Days - Soap
  - Labor Day - Soap
  - Wall of Values - Soap
- Offers
  - Available Offers
  - Regional Offers
  - All Offers
- Promotional Scenarios
  - Promotions to Optimize
  - Optimized Promotions
  - All Promotions
- Administration

FIG. 12A

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+

1200

1200

1202

Limit Forward Buy to Next Deal

Additional Weeks

Additional Cases

Over Buy %

FIG. 12B

+

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<div> <div> <div>Applications</div> <div>Entities</div> <div>Event Types</div> <div>Promotion Runs</div> <div>Product Groups</div> </div> <div> <div>1201</div> </div> </div>	<div> <div> <div>Over Buy</div> <div> <input type="radio"/> Use Optimized           <input type="radio"/> Weeks per Discount         </div> </div> <div> <div>Company *</div> <div>One Stop</div> </div> <div> <div>Product Category *</div> <div>Soap</div> </div> <div> <div>Market *</div> <div></div> </div> </div>	<div> <div>User: Rick</div> <div>Company: One Stop</div> <div>Category: Soap</div> </div>
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**FIG. 12C**

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Number of Weeks <input type="text"/>		per <input type="text"/>		% of Discount <input type="text"/>	
Find	New	Clear	Find	New	Clear
Find	New	Clear	Find	New	Clear
Find	New	Clear	Find	New	Clear

Market: <input type="text"/>	Start Date: 5/1/2001	End Date: 8/1/2001
------------------------------	----------------------	--------------------

FIG. 12D

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1400

1401

Promotions	Offer Types	Scenario Rules	Products	Capacities	Merchandising	Calendar
<div> <div> Disallow Offers with the Following Attributes </div> <div> <input type="checkbox"/> Case Cap  <input type="checkbox"/> Cases  <input checked="" type="checkbox"/> Dollars  <input type="checkbox"/> Percentage of Requirement  <input checked="" type="checkbox"/> Weeks </div> </div> <div> <div> Permit Offers of the Following Types </div> <div> <input checked="" type="checkbox"/> Accrual Fund  <input checked="" type="checkbox"/> Case Allowance  <input checked="" type="checkbox"/> Count/Recount  <input checked="" type="checkbox"/> Payment  <input checked="" type="checkbox"/> Percent Off  <input checked="" type="checkbox"/> Rebate  <input checked="" type="checkbox"/> Scan Program </div> </div>						

1404 1404

1402

1403

1405 1405

FIG. 14

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Promotion Rule Type	Minimum	Maximum	Unit
Average Promoted Discount	10	25	Percent
Minimum Revenue	\$10,000.00		Dollar

FIG. 15

Promotion Rule Type \* Average Promoted Discount Level

This rule sets the minimum and maximum average percentage level of discount for promoted items during the planning period.

Minimum 10

Maximum 25

OK Cancel

FIG. 16

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1700

1701

1702

1704

1703

1705

1705

Product Class Type

Promotions Offer Types Scenario Rules Products Capacities Merchandising Colendar

Brand

Blank	National Brand	Premium	Private Label	Private Label	Private Label
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

1705 — 4th of July  
 Back to School  
 1705 — Big Savings  
 Labor Day  
 Wall of Values

FIG.17



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1801

1802

1803

1804

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2000

Market North Atlanta

Start Date 5/1/2001

End Date 6/1/2001

Compute Max

	5/1/2001	5/8/2001	5/15/2001	5/22/2001	5/29/2001	Max Events
4th of July	1	1	1	1	1	5
Back to School	2	3	1	2	2	10
Big Savings	1	1	1	1	1	5
Labor Day	1	1	1	1	1	5
Wall of Values	1	1	2	2	2	8
Max Weekly Events	6	7	6	7	7	33

FIG. 18

2001

DemandTec Promotion Center - Optimization Wizard

Select a Promotion Scenario to Optimize

Promotion

Help Back Next Finish Cancel

FIG. 20

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1900

1901

1902

1903

1904

Promotions	Offer Types	Scenario Rules	Products	Capacities	Merchandising	Calendar
<div>Category Promotion</div> <div> Max Freq: <input type="text" value="2"/> Min Freq: <input type="text" value="1"/> Freq Unit: <input type="text" value="Week"/> Min Gap: <input type="text" value="1"/> Gap Unit: <input type="text" value="Week"/> </div>						
<div>Brand Promotion</div> <div> Max Freq: <input type="text" value="2"/> Min Freq: <input type="text" value="0"/> Freq Unit: <input type="text" value="Week"/> Min Gap: <input type="text" value="1"/> Gap Unit: <input type="text" value="Week"/> </div>						
<div>Item Promotion</div> <div> Max Freq: <input type="text" value="4"/> Min Freq: <input type="text" value="1"/> Freq Unit: <input type="text" value="Week"/> Min Gap: <input type="text" value="2"/> Gap Unit: <input type="text" value="Week"/> </div>						

FIG. 19

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**-FIG. 21B**

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-FIG. 21D

[illegible]

**FIG. 21**

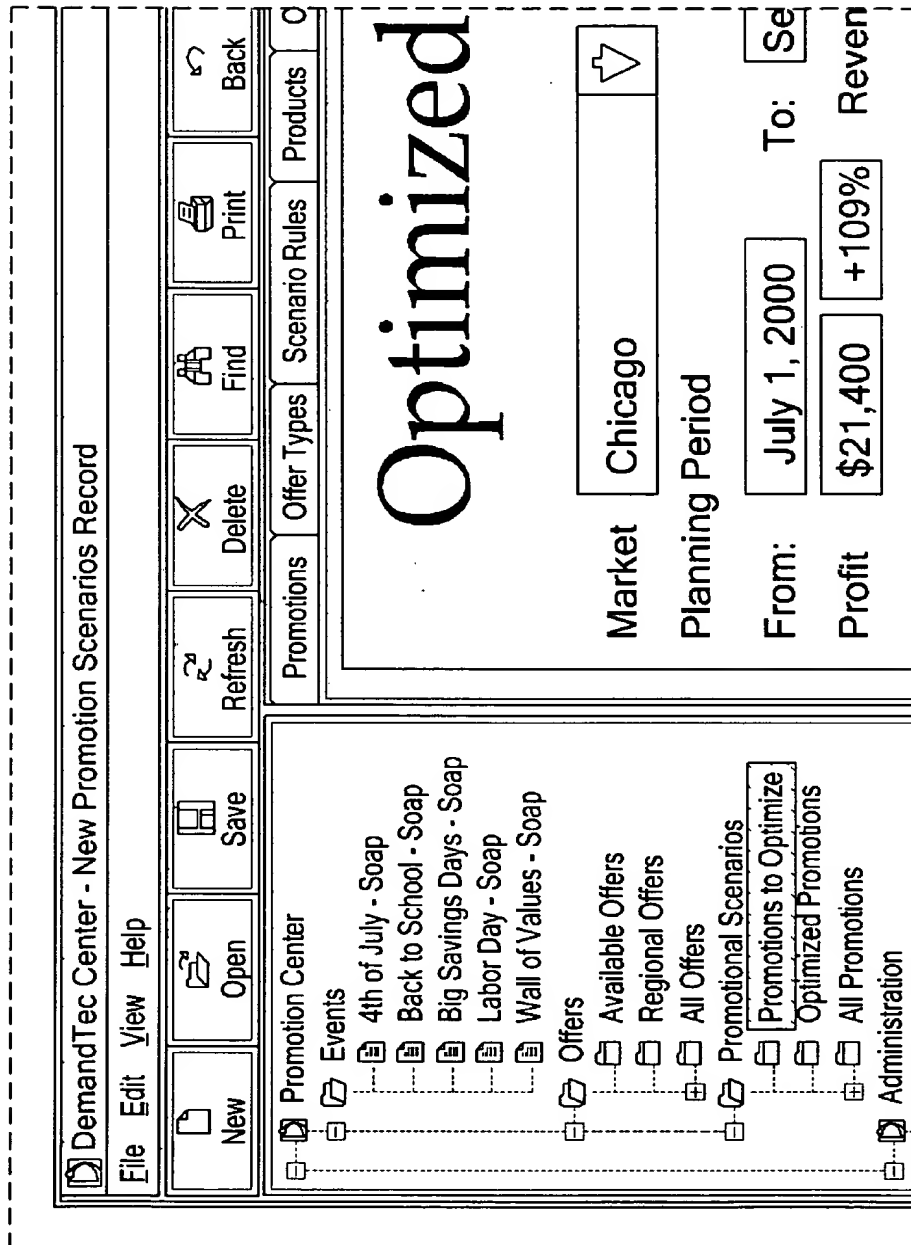
FIG. 21A-

FIG. 21C-

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**FIG. 21A**

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2100

2102

Capacities Merchandising Calendar

History Preferences Optimize

# Promotion Calendar

Save

Category  
Laundry Detergent

p. 30, 2000

ue \$74,520

Volume 3,218

+3.2%

-2.7%

FIG. 21B

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<input type="checkbox"/> Applications		
<input type="checkbox"/> Entities		
<input type="checkbox"/> Event Types		
<input type="checkbox"/> Promotion Runs		
<input type="checkbox"/> Product Groups		

Brand/Item		
<input checked="" type="checkbox"/> Cheer		
<input type="checkbox"/> Tide		
<input checked="" type="checkbox"/> Tide 50 Pwdr.		2104
<input checked="" type="checkbox"/> Tide 100 Pwdr.		
<input checked="" type="checkbox"/> Tide 200 Liquid		2104
<input checked="" type="checkbox"/> Surf		

User: Rick	Company: One Stop	Category: Soap
------------	-------------------	----------------

**FIG. 21C**

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+  
2100

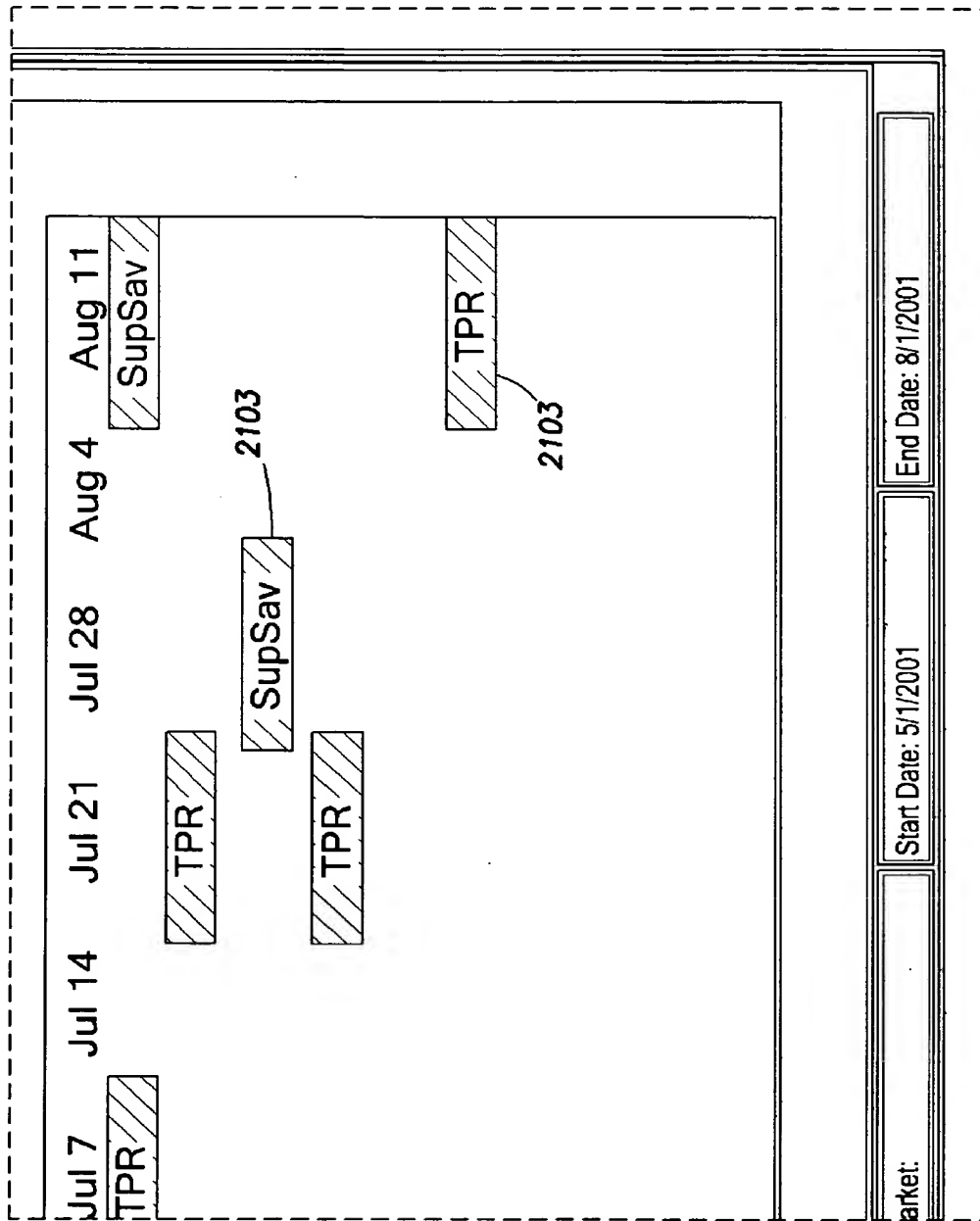


FIG. 210D

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2200

2201

FIG. 22B

FIG. 22D

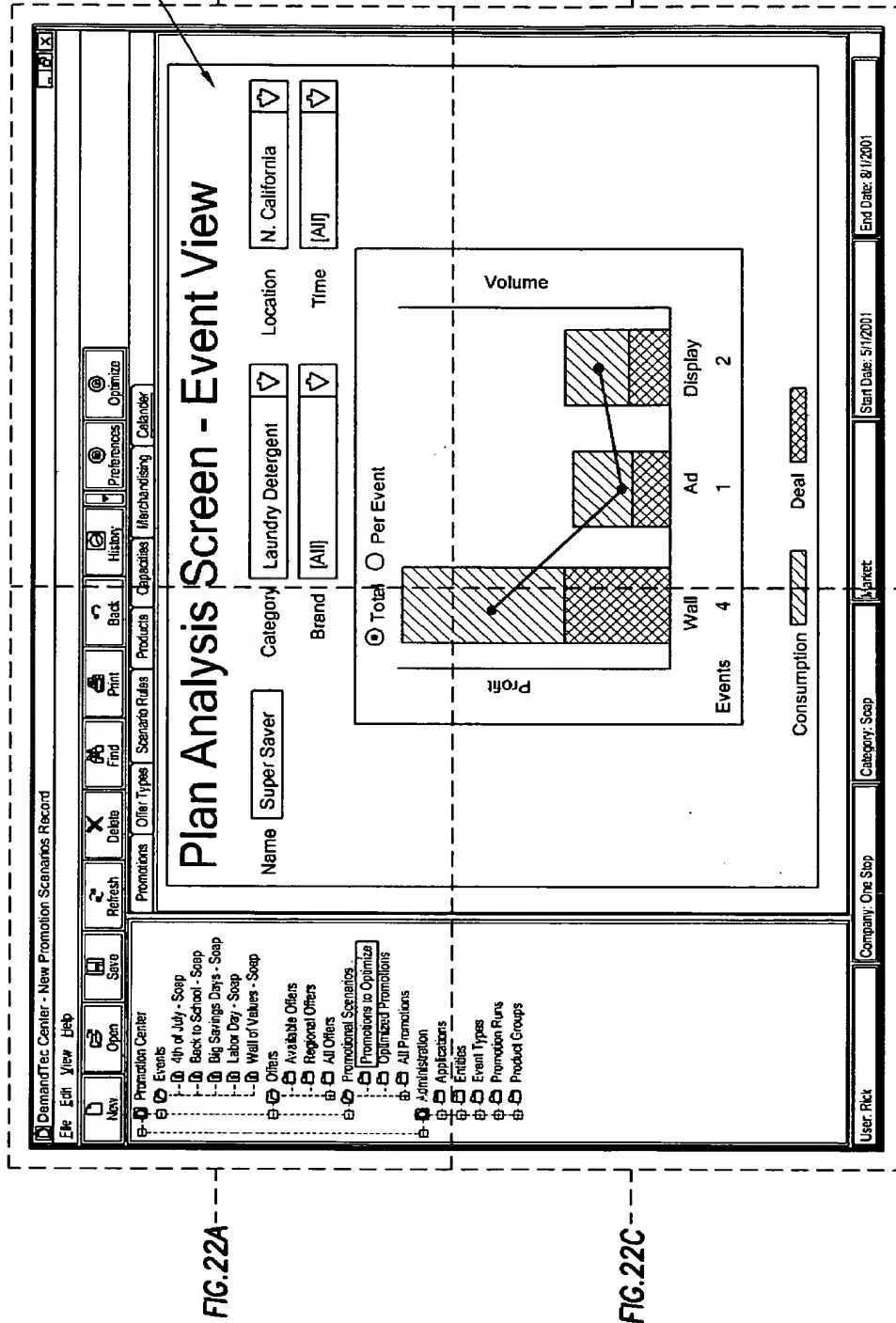


FIG. 22





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Screen - Event View

Laundry Detergent [All]

Location N. California

Time [All]

Per Event [All]

FIG. 22B

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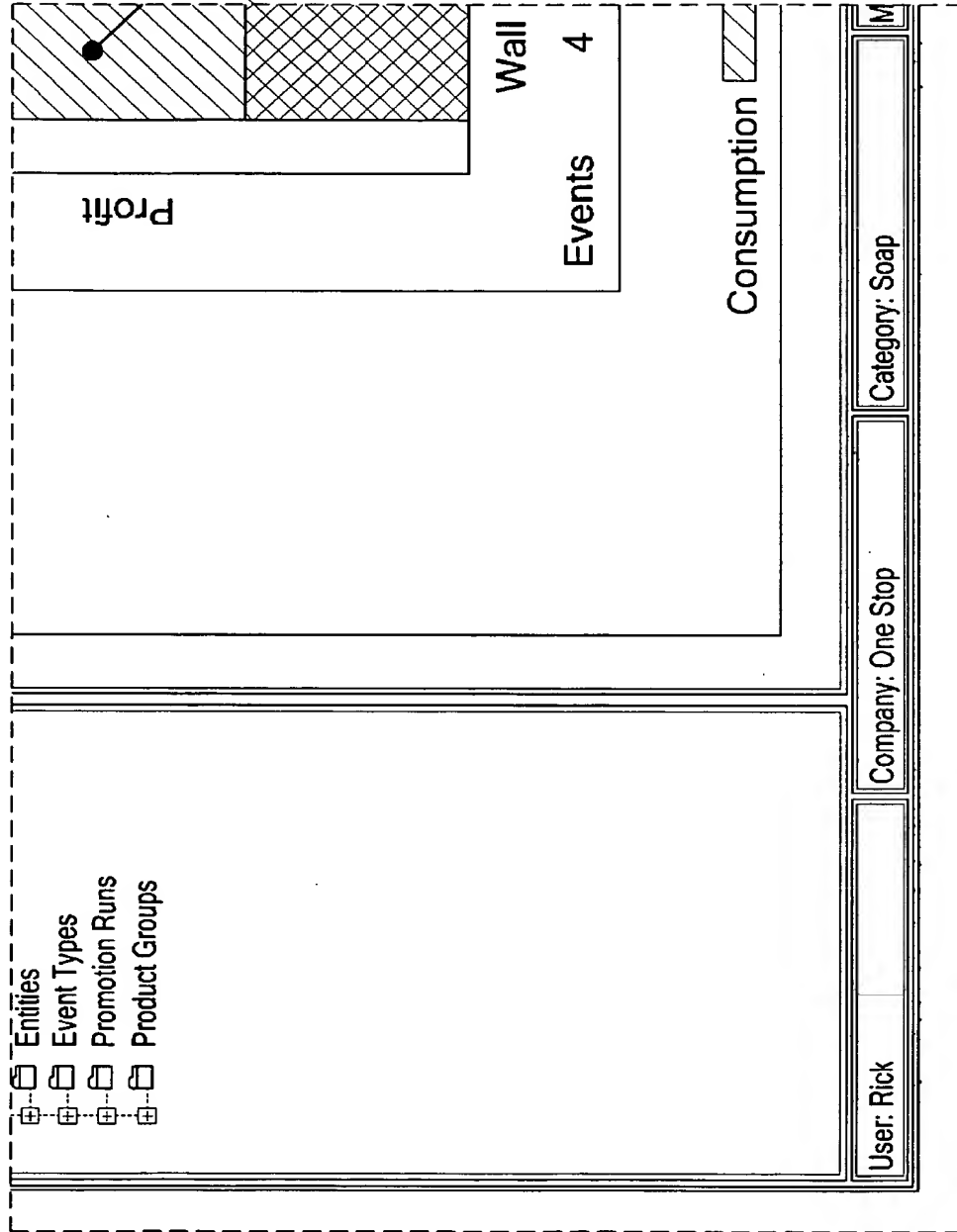


FIG. 22C

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2200

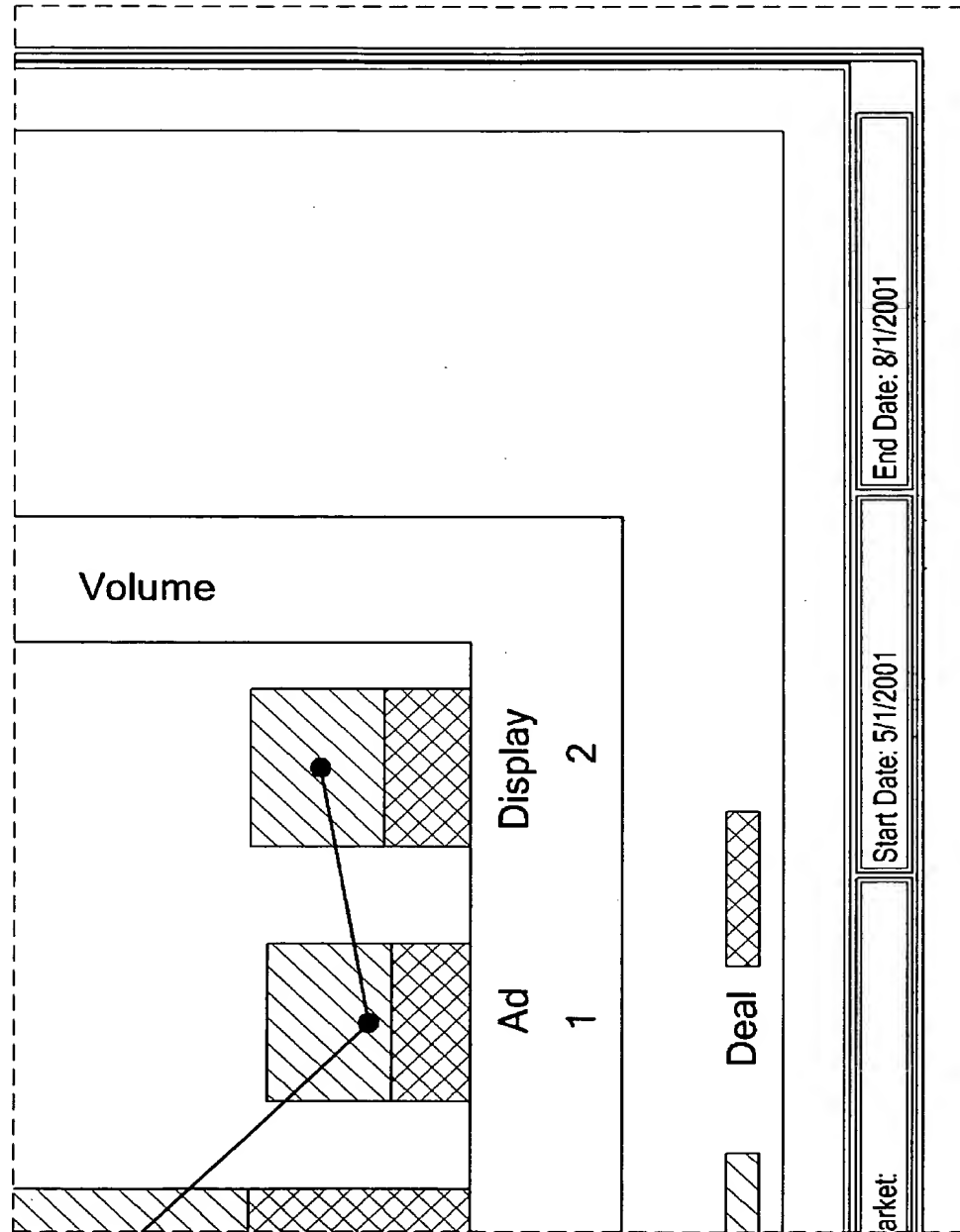


FIG. 22D

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